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Economic and Workforce Information Performance Report

Program Year 2012

Purpose

The purpose of this report is to describe the core workforce information products and services that were provided to our customers in support of the State of Missouri's overall economic and workforce development plans in Program Year (PY) 2012.

Plan Period

July 1, 2012 through June 30, 2013

Plan Narrative

- SECTION I: Performance Highlights
- SECTION II: Review of Deliverables
- SECTION III: Customer Feedback
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SECTION I

Performance Highlights

The Missouri Economic Research and Information Center (MERIC) delivered a variety of targeted products and services to stakeholders in PY 2012. These outputs addressed a range of economic and workforce issues identified in the DOL-ETA Workforce Information Grant (WIG) Core Products and Services Plan. In that plan, MERIC completed 33 deliverables across 5 core product groups. Some highlights include:

Real-Time Labor Market Analysis Briefs

Missouri workforce regions were analyzed for current job openings using a labor analysis tool from Burning Glass Technologies and researcher expertise. Two-page bi-monthly summaries informed workforce developers of the top regional jobs by typical education level. The briefs highlighted the top industries, companies, and cities with job ads as well.

Target Industry Employment and Real-Time Labor Market Briefs

Two sets of industry briefs were developed for all seven targeted economic development sectors. The Industry Employment brief outlined sector employment and indicated where concentrations exist through location quotient analysis. The Real-Time Labor Market briefs listed top jobs and sector employers over the past six months. The top requested basic and specialized skills, along with certificates, were also provided as an indicator of in-demand skills.

2012 State of St. Louis Workforce Report

This employer survey and report by the Saint Louis Community College, developed in partnership with MERIC, provided crucial insights into business workforce needs of the state's largest metropolitan area. Hiring activity, skill requirements and applicant shortcomings are just some of the important questions asked in this broad survey that serves as a good indicator of employer needs across the state.

STEM Occupation Reports

This series of reports analyzed employment and projections data for Science, Technology, Engineering, and Mathematics occupations found in Missouri. Top employing industries, STEM wages, education needs, etc. were covered by these information products.

Career Grades 2020 Report

The popular Career Grades report was updated with new 2020 projections information and an improved grading methodology. Occupations were graded by wage, number of openings, and percentage growth and serve as an easy indicator for job seekers and students. Top graded occupations by region were also reported.

SECTION II

Review of Deliverables

Core Product 1 - Workforce Information Database

1.1 Description

Continue to populate the Workforce Information Database (WID) with state and local data.

1.2 Principal Customers

The WID database provides data to jobseekers, workforce professionals, employers, economic developers, education and training professionals, the media, and researchers.

1.3 Support of State Economic and Workforce Development Plans

The Workforce Information Database will be the main data source for populating MERIC's web services. WID improves economic and workforce information delivery by allowing access by a wide array of customers. The Workforce Information Database supports a demand-driven information system by allowing customized data queries based on user needs.

1.4 Deliverables

1.4.1 Maintain and update license files

- COMPLETED License.dbf, licauth.dbf, lichist.dbf

1.4.2 Update lookup and crosswalk tables

- COMPLETED NAICS, SOC, CIP crosswalks
- COMPLETED O*NET

1.4.3 Populate employment projections

- COMPLETED 2012-2014 Short-term Projections for Statewide and 2 Sub-state Regions

1.4.4 Populate core and non-core tables

- COMPLETED As information becomes available

1.4.5 Populate Bureau of Labor Statistics data

- COMPLETED Current Employment Statistics (CES)
- COMPLETED Local Area Unemployment Statistics (LAUS)
- COMPLETED Quarterly Census of Employment and Wages (QCEW)
- COMPLETED Occupational Employment Statistics (OES)

1.4.6 Deliverables Support Activities

- COMPLETED Server-side database maintenance and management
- COMPLETED Recovery and Back-up maintenance
- COMPLETED Establish and manage production database

1.4.7 Provide ad hoc WID database technical and policy support to main customer groups

- COMPLETED Provide as needed

Core Product 2 - Employment Projections

2.1 Description

Produce and disseminate industry and occupation employment projections.

2.2 Principal Customers

Employment projections are useful to job seekers, workforce developers, workforce investment boards, education and training providers, and economic developers. Customers use this data to make informed career choices and to direct programs towards specific occupations and industries.

2.3 Support of State Economic and Workforce Development Plans

This product group supports improved economic and workforce information products by providing the foundation for a whole series of forward-looking career and industry analyses. Projections data supports identifying targeted occupations and industries.

2.4 Deliverables

2.4.1 Produce industry and occupation employment projections

- COMPLETED Short-term 2012-2014 Industry Projections (Statewide and 2 Sub-state Regions)
- COMPLETED Short-term 2012-2014 Occup. Projections (Statewide and 2 Sub-state Regions)

2.4.2 Produce Workforce Research

- COMPLETED Long-Term Education and Training Outlook 2010-2020
- COMPLETED Long-Term Top Growing/Most Openings Career Briefs 2010-2020
- COMPLETED Short-Term Education and Training Outlook 2011-2013
- COMPLETED Short-Term Top Growing/Most Openings Career Briefs 2011-2013
- COMPLETED STEM Occupation Projections

2.4.3 Leveraged Product Releases

- COMPLETED The 2012 State of St. Louis Workforce Report
- COMPLETED Target Healthcare Occupation Career Pathway Brochures

2.4.4 Update Job Seeker and Workforce Developer Regional Summary Pages

- COMPLETED Update summary pages with new projections data, relevant information links, average wage and top employer information

2.4.5 Provide ad hoc technical and policy support to main customer groups

- COMPLETED Provide as needed
 - 2010-2020 Career Grades Report
 - Missouri STEM Overview
 - Missouri STEM and Education
 - Missouri STEM Top Openings 2010-2020
 - Licensed Nursing Brief

Core Product 3 -Economic Analysis and Special Studies

3.1 Description

Conduct and publish relevant economic analyses and special studies beneficial in informing economic and workforce development policies and investments.

3.2 Principal Customers

Principal customers targeted for this core product group include the governor's office, local workforce investment boards, workforce and economic developers, regional planning organizations, current and prospective businesses, educational and training providers, and other state-level policy makers.

3.3 Support of State Economic and Workforce Development Plans

This product group supports improved economic and workforce information delivery by coupling value-added research with customer-focused presentation. Studies are leveraged when possible to meet the goals of various stakeholders.

3.4 Deliverable Examples Include:

3.4.1 Produce and disseminate Economic Indicators

- COMPLETED Release Monthly, Quarterly, and Yearly Economic Indicators

3.4.2 Produce Target Industry Briefs

- COMPLETED Develop industry briefs that show the employment numbers, location quotient analysis, and top occupations for all seven target industries. The briefs will assist economic and workforce developers with a better understanding of the largest employers and concentrations in Missouri as well as the top occupations those industries need.

3.4.3 Produce Analysis for Workforce State Plan

- COMPLETED Develop economic, workforce, and demographic analysis for the DWD state plan. Information to include GDP figures, industry employment, occupation demand, skills gaps, and target industry workforce needs. Demographics to include population changes, migration patterns, etc.

3.4.4 Leveraged Product Releases

- COMPLETED Real-Time Labor Market Summaries developed for State and WIA regions using the Burning Glass Labor/Insight tool, leveraged to provide job seekers, Career Center workforce staff, training providers, and planners with real-time, local labor demand information.
- COMPLETED Workforce Data Quality Initiative Workforce Training Outcome Research Report. Will be released with two other reports currently under development that build on first report.

3.4.6 Produce Regional Labor Supply Briefs

- COMPLETED Develop labor supply summaries using jobseeker and NCRC information from DWD, as well as training provider completers data, to provide employers with a snapshot of available labor in the region.
 - 8 Labor Supply briefs created on-demand for business prospects so that information is customized to specific company needs. Modified to include OES

information on requested occupations in a defined area, number of active job seekers looking for those occupations, and completers data from related training programs. 8 Labor Supply briefs created.

3.4.7 Produce Rapid Response Economic Impact Briefs

- COMPLETED Provide as requested
 - 13 Worker Analysis Briefs, based on survey information of laid-off workers, for use in re-employment efforts and community impact.
 - 25 Real-Time Job Postings Analysis Briefs developed to provide laid-off workers with specific information on regional job opportunities related to their occupations.

3.4.8 Provide ad hoc Special Studies

- OPEN Provide as requested
 - Real-Time Target Industry Labor Demand Briefs
 - Daytime Commuting Population Brief
 - 2012 New Business Formations Brief
 - Metro Area Exports
 - 2012 County Economic Share Brief
 - Migration Patterns Brief
 - Missouri Industry Concentrations Brief

Core Product 4 - Web Accessible Information

4.1 Description

Post grant-funded workforce information products on the Internet and disseminate deliverables through other electronic media and means of distribution when feasible to facilitate additional use by the core customer groups and stakeholders.

4.2 Principal Customers

Mass availability of information via the internet and targeted distribution by other electronic media formats permits accessibility of workforce and economic information to the general public, the core customer groups, and key stakeholders.

4.3 Support for Economic and Workforce Development Plans

- 4.3.1 The Missouri Economic Research and Information Center (MERIC) operates, in cooperation with the Missouri Government's Information Technology Services Division, a website located at <http://www.missourieconomy.org>.

The MERIC website received more than 213,000 visits this past program year and is prominently inter-linked with other related public sites.

- 4.3.2 MERIC actively participates in the development and distribution of the *Missouri Focus* e-newsletter, the Department of Economic Development's (DED) flagship communications piece delivered weekly to over 2,600 subscribers. MERIC contributes weekly content on economic and workforce conditions, new products and tools, and helpful information sources.

- 4.3.3 MERIC continues to partner with the DED public relations office for distribution of economic conditions releases on a regularly scheduled basis to state media outlets.
- 4.3.4 MERIC partners with the DWD jobs.mo.gov website to deliver a Career Explorer Tool that provides interactive occupational and training provider information to job seekers.

4.4 Deliverables

- MERIC will develop “e-friendly” products and assure availability on the website and through other electronic distribution channels as necessary to reach targeted customer groups and the general public.
- MERIC will develop further enhancements to the MERIC website.
- MERIC will provide and post to the web site in a .pdf version suitable for printing routine reports and information briefs especially useful to target customer groups.

4.4.1 Examples of Product Releases

- COMPLETED
 - Two (2) Focus Economic and Workforce Newsletter Articles
 - Updated website continuously with new information

Core Product 5 - WIB Partnership and Consultation with Key Stakeholders

5.1 Description

Partner and consult on a continuing basis with workforce investment boards and other key workforce and economic development stakeholders to increase the scope and utility of workforce information to inform development visions, priorities, and strategies as well as career guidance.

5.2 Principal Customers

Customers include Workforce Investment Boards and key stakeholders in workforce information such as economic and workforce development organizations, education and training institutions, and other core customers.

5.3 Support of State Economic and Workforce Development Plans

Customer-focused delivery of products and services will ensure that the research is better understood and utilized and that regional information needs are met.

In addition to partnering with the workforce boards, MERIC will continue to collaborate and consult with several related organizations to leverage increased outputs:

- 5.3.1 MERIC is a partner in Missouri Connections, a workgroup providing career planning information to students and job-seekers. This public outreach project includes the DED, DESE, DHE, Missouri Center for Career Education, and the Missouri Chamber of Commerce.
- 5.3.2 MERIC will collaborate with the St. Louis Community College to produce a leveraged report that surveys local employers and community college graduates about the workforce environment.
- 5.3.3 In 2011 DWD was awarded a 3-year Workforce Data Quality Initiative (WDQI) Grant to develop a longitudinal workforce data system that links to other vital datasets in the state, such as education records, to better track and measure training outcomes and allow for advance workforce research. Using these leveraged funds, MERIC will continue facilitating activities with other key agencies such as the Missouri Office of Administration - Information Technology Services Division (OA-ITSD), DESE, DHE, the University of Missouri, and others to ensure that data connections and research activities are completed.
- 5.3.4 MERIC is actively engaged with the Missouri Community College Association as it manages the MOHealthWins grant which funds 13 public community colleges to expand training opportunities with innovative methods to improve the availability of skilled healthcare professionals. MERIC uses real-time job information and occupational analysis to assist the colleges in building better industry-driven curriculums.
- 5.3.5 MERIC will continue to partner with University of Missouri economic development organizations, such as OSEDA, the Business Research and Information Development Group (BRIDG), the Extension Community Economic and Entrepreneurial Development program (ExCEED), and the UMKC Sourcelink team, to leverage products were feasible and valuable to core stakeholders.

5.4 Deliverables

5.4.1 Workforce Investment Board Regional Liaisons

- COMPLETED Continue Point of Service (POS) support for WIBs by regional staff liaisons within MERIC.

5.4.2 Technical and Policy Support to SWIBs, LWIBs, Partners and Customer Interest Groups

- COMPLETED Conduct a LMI training session for workforce and economic developers during the 2012 Governor's Conference on Economic Development.
- COMPLETED Conduct Real-Time LMI and MERIC data training session at the Missouri Community College Association's Annual Meeting.
- COMPLETED Staff toll-free helpdesk line for communicating workforce and economic information.
- COMPLETED Maintain and answer MERICData e-mail inquiries from the MERIC web site.
- COMPLETED Develop training sessions for workforce partners using webinars as requested
- 28 customer trainings or presentations

5.4.3 MERIC Customer Needs and Satisfaction Surveys

- COMPLETED Customer log of calls to hot line to gauge stakeholder needs
- COMPLETED Maintain MERIC web-based survey to receive broader customer input

5.4.4 Provide ad hoc technical and policy support to main customer groups

- COMPLETED Provide as requested
-308 technical assistance activities logged

SECTION III

Customer Feedback

MERIC researchers used a project tracking system to document 569 Research and Information Products and 308 Customer Inquiries and Technical Assistance Outputs in PY 2012. Products were developed by incorporating customer feedback from past activities and from requests for new information.

MERIC assigns a WIA liaison to each region so that customers can quickly reach a research professional with questions and comments concerning LMI data. MERIC also has a telephone and e-mail hotline so that inquiries can be directed to subject-matter experts for a response.

In addition to the WIA liaisons that are regularly in contact with workforce and regional customers, MERIC uses a web-based survey to receive customer feedback about service. 85% of respondents rated MERIC customer service as either *Good* or *Excellent*. When asked how helpful the information was, 77% said it was *Helpful* to *Very Helpful*. The vast majority of respondents, 92%, said they would use MERIC again for economic or workforce information.

Another indicator of customer demand comes from click-through analysis of MERIC articles that are part of the department's weekly newsletter. Click-throughs are the number of times a user clicks on a hyperlink to get additional information. Analysis showed that the most popular information pieces, in order, were: occupation information, Census tools and data, seasonal facts, real-time job reports, and industry/business information.

MERIC staff provided LMI training at the annual Governor's Conference on Economic Development and at other events when resources permit. In PY12 MERIC staff held 28 presentations providing information to over 600 people and gaining valuable insight into current customer needs.

This year MERIC responded to customer demand for rapid response labor supply and demand analysis by dedicating staff and tools to assist in these efforts. Staff responded to numerous requests for labor supply analyses as businesses looked to locate or expand in Missouri. When large layoffs or closings occurred, MERIC

researchers worked with DWD to develop customized workforce and job posting analyses to assist impacted workers. Both products have been very well received as MERIC dedicates significant time to ensuring this information is of the highest quality.

One area of continued effort, driven by customer demand, is the redevelopment of the MERIC website which needs significant investment to modernize and improve information delivery. Progress has been slower than desired but we are optimistic that this coming planning year we can partner with our state's information technology department move this effort forward.

In conclusion, MERIC developed a wide range of products and services this past planning year to assist in state workforce and economic development goals. The flexibility of the ETA Workforce Information grant to tailor products to state needs continues to be an outstanding feature of this program. MERIC looks forward to the on-going partnerships it has developed with ETA, DWD, and other stakeholders to advance the use and knowledge of labor market and workforce information to drive better decisions.

SECTION IV

Product Links

Projections

Industry Projections:

http://www.missourieconomy.org/industry/ind_proj.stm

Occupational Projections:

http://www.missourieconomy.org/occupations/occ_proj.stm

Economic and Workforce Studies

Regional Labor Market and Real-Time Jobs Summaries:

<http://www.missourieconomy.org/customer/statewide.stm>

Target Industry Briefs:

Advanced Manufacturing

http://www.missourieconomy.org/pdfs/ti_mfg2012.pdf

BioScience

http://www.missourieconomy.org/pdfs/ti_bio2012.pdf

Energy Solutions

http://www.missourieconomy.org/pdfs/ti_energY2012.pdf

Financial and Prof. Services

http://www.missourieconomy.org/pdfs/ti_finance2012.pdf

Health Science and Services

http://www.missourieconomy.org/pdfs/ti_health2012.pdf

Information Technology

http://www.missourieconomy.org/pdfs/ti_it2012.pdf

Transportation and Logistics

http://www.missourieconomy.org/pdfs/ti_trans2012.pdf

Target Industry Real-Time Labor Briefs:

Advanced Manufacturing

http://www.missourieconomy.org/pdfs/mo_man.pdf

BioScience

http://www.missourieconomy.org/pdfs/mo_biosciences.pdf

Energy Solutions

http://www.missourieconomy.org/pdfs/mo_energy.pdf

Financial and Prof. Services

http://www.missourieconomy.org/pdfs/mo_financial.pdf

Health Science and Services

http://www.missourieconomy.org/pdfs/mo_health.pdf

Information Technology http://www.missourieconomy.org/pdfs/mo_info_tech.pdf
Transportation and Logistics http://www.missourieconomy.org/pdfs/mo_logistics.pdf

STEM Occupation Reports:
<http://www.missourieconomy.org/occupations/stem.stm>

Career Grades 2020:
<http://www.missourieconomy.org/pdfs/abcs10-20grades.pdf>

Leveraged Real-Time Career Pathway Reports:
http://www.missourieconomy.org/occupations/rt_career_pathway_reports.stm

Daytime Commuting Brief:
http://www.missourieconomy.org/pdfs/daytime_commuters.pdf

Industry Concentrations Brief:
http://www.missourieconomy.org/pdfs/lq_industry_concentration_2012.pdf

Licensed Nursing Brief:
http://www.missourieconomy.org/newsletter/nursing_2013.htm

Migration Patterns Brief:
http://www.missourieconomy.org/pdfs/irs_migration_2010update.pdf

Metro Exports:
http://www.missourieconomy.org/indicators/international/metropoilitan_exports.stm

2012 Business Formations:
http://www.missourieconomy.org/pdfs/mo_businesses_by_size_brief_2012.pdf

Missouri County 2012 Economic Share:
<http://www.missourieconomy.org/indicators/share/share.stm>

Economic Reporting

Economic Indicators:
<http://www.missourieconomy.org/indicators/index.stm>

Economic Indicators Guide:
http://www.missourieconomy.org/pdfs/economic_indicator_guide.pdf

Weekly Focus News Articles:
<http://www.missourieconomy.org/newsletter/archive.htm>

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